

IN THE CLAIMS:

1-10. (Cancelled)

11. (Currently Amended) A broadcasting apparatus that broadcasts broadcast programs, each of which is to be reproduced by a receiving apparatus in a reproduction time period between a reproduction starting time and a reproduction finishing time, the broadcasting apparatus comprising:

5 a scheduling unit to generate a schedule for transmitting the broadcast programs, the schedule including a transmission starting time and a transmission finishing time for each broadcast program, and

 wherein the scheduling unit generates the schedule so that (a) as for a specific program among the broadcast programs, a transmission starting time is set at a time which is a
10 predetermined amount of time before the reproduction starting time of the specific program and a transmission finishing time is set at the reproduction starting time of the specific program, and
(b) as for a broadcast program other than the specific program, a transmission starting time is set at the reproduction starting time of the broadcast program and a transmission finishing time is set at the reproduction finishing time of the broadcast program,

15 the predetermined amount of time in the schedule generated by the scheduling unit is a time period necessary for transmitting the specific program at least once,

 the scheduling unit includes a generation unit to generate (a) first messages which specify the specific program and instruct the receiving apparatus to store the specific program in a storing unit within the receiving apparatus and (b) a second message which specifies the

20 specific program and instructs the receiving apparatus to reproduce the specified specific program stored in the storing unit; and

a transmission unit repeatedly transmits (a) the first messages for a duration from the transmission starting time to the transmission finishing time of the specific program, wherein the first messages are multiplexed with data modules containing data of the specific program, 25 and (b) the second message in the reproduction time period of the specific program,

the transmission unit repeatedly transmits contents including scripts control, for a duration from a transmission starting time of the specific program to a reproduction finishing time of the specific program, the transmission unit transmitting the entire specific program at least once prior to the reproduction starting time of the specific program.

30 and the scripts for control perform control so that (a) the specific program is stored in case of receiving the first messages and (b), the specific program is reproduced in case of receiving the second message.

12. (Previously Presented) The broadcasting apparatus of Claim 11 wherein the generation unit generates a third message which specifies the specific program and instructs the receiving apparatus to delete the specific program stored in the storing unit.

13. (Previously Presented) A broadcasting method of a broadcasting apparatus that broadcasts broadcast programs, each of which is to be reproduced by a receiving apparatus in a reproduction time period between a reproduction starting time and a reproduction finishing time, the broadcasting method comprising:

5 a scheduling step of generating a schedule for transmitting the broadcast programs, the schedule including a transmission starting time and a transmission finishing time for each broadcast program; and

 a transmission step of transmitting each broadcast program only in the time period between the transmission starting time and the transmission finishing time according to the
10 schedule,

 wherein in the scheduling step, the schedule is generated so that (a) as for a specific program among the broadcast programs, a transmission starting time is set at a time which is a predetermined amount of time before the reproduction starting time of the specific program and a transmission finishing time is set at the reproduction starting time of the specific
15 program, and (b) as for a broadcast program other than the specific program, a transmission starting time is set at the reproduction starting time of the broadcast program and a transmission finishing time is set at the reproduction finishing time of the broadcast program,

 the predetermined amount of time in the schedule generated in the scheduling step is a time period necessary for transmitting the specific program at least once,

20 the scheduling step includes a generation step of generating (a) first messages which specify the specific program and instruct the receiving apparatus to store the specified specific program in a storing unit within the receiving apparatus and (b) a second message which specifies the specific program and instructs the receiving apparatus to reproduce the specified specific program stored in the storing unit,

25 the transmission step includes repeatedly transmitting (a) the first messages for a duration from the transmission starting time to the transmission finishing time of the specific program, wherein the first messages are multiplexed with data modules containing data of the

specific program, and (b) the second message in the reproduction time period of the specific program,

30 in the transmission step, contents including scripts for control are repeatedly transmitted for a duration from a transmission starting time of the specific program to a reproduction finishing time of the specific program,

 and the scripts for control perform control so that (a) the specific program is stored in case of receiving the first messages and (b) the specific program is reproduced in case
35 of receiving the second message.

14. (Previously Presented) A computer-readable recording medium storing therein a program, the program making a computer of a broadcasting apparatus execute steps, the broadcasting apparatus broadcasting broadcast programs, each of which is to be reproduced by a receiving apparatus in a reproduction time period between a reproduction starting time and a
5 reproduction finishing time, the steps being:

 a scheduling step of generating a schedule for transmitting the broadcast programs, the schedule including a transmission starting time and a transmission finishing time for each broadcast program; and

 a transmission step of transmitting each broadcast program only in the time period
10 between the transmission starting time and the transmission finishing time according to the schedule,

 wherein in the scheduling step, the schedule is generated so that (a) as for a specific program among the broadcast programs, a transmission starting time is set at a time which is a predetermined amount of time before the reproduction starting time of the specific

15 program and a transmission finishing time is set at the reproduction starting time of the specific program, and (b) as for a broadcast program other than the specific program, a transmission starting time is set at the reproduction starting time of the broadcast program and a transmission finishing time is set at the reproduction finishing time of the broadcast program,

the predetermined amount of time in the schedule generated in the scheduling step
20 is a time period necessary for transmitting the specific program at least once,

the scheduling step includes a generation step of generating (a) first messages which specify the specific program and instruct the receiving apparatus to store the specified specific program in a storing unit within the receiving apparatus and (b) a second message which specifies the specific program and instructs the receiving apparatus to reproduce the specified
25 specific program stored in the storing unit,

the transmission step includes repeatedly transmitting (a) the first messages for a duration from the transmission starting time to the transmission finishing time of the specific program, wherein the first messages are multiplexed with data modules containing data of the specific program, and (b) the second message in the reproduction time period of the specific
30 program,

in the transmission step, contents including scripts for control are repeatedly transmitted for a duration from a transmission starting time of the specific program to a reproduction finishing time of the specific program,

and the scripts for control perform control so that (a) the specific program is
35 stored in case of receiving the first messages and (b) the specific program is reproduced in case of receiving the second message.

15. (Previously Presented) A program making a computer of a broadcasting apparatus to execute steps, the broadcasting apparatus broadcasting broadcast programs, each of which is to be reproduced by a receiving apparatus in a reproduction time period between a reproduction starting time and a reproduction finishing time, the steps being:

5 a scheduling step of generating a schedule for transmitting the broadcast programs, the schedule including a transmission starting time and a transmission finishing time for each broadcast program; and

 a transmission step of transmitting each broadcast program only in the time period between the transmission starting time and the transmission finishing time according to the
10 schedule,

 wherein in the scheduling step, the schedule is generated so that (a) as for a specific program among the broadcast programs, a transmission starting time is set at a time which is a predetermined amount of time before the reproduction starting time of the specific program and a transmission finishing time is set at the reproduction starting time of the specific
15 program, and (b) as for a broadcast program other than the specific program, a transmission starting time is set at the reproduction starting time of the broadcast program and a transmission finishing time is set at the reproduction finishing time of the broadcast program,

 the predetermined amount of time in the schedule generated in the scheduling step is a time period necessary for transmitting the specific program at least once,

20 the scheduling step includes a generation step of generating (a) first messages which specify the specific program and instruct the receiving apparatus to store the specified specific program in a storing unit within the receiving apparatus and (b) a second message which

specifies the specific program and instructs the receiving apparatus to reproduce the specified specific program stored in the storing unit,

25 the transmission step includes repeatedly transmitting (a) the first messages which specify the specific program and instruct the receiving apparatus to store the specified specific program for a duration from the transmission starting time to the transmission finishing time of the specific program, and (b) the second message in the reproduction time period of the specific program,

30 in the transmission step, contents including scripts for control are repeatedly transmitted for a duration from a transmission starting time of the specific program to a reproduction finishing time of the specific program,

 and the scripts for control perform control so that (a) the specific program is stored in case of receiving the first messages and (b) the specific program is reproduced in case
35 of receiving the second message.

16. (Previously Presented) A broadcast system for broadcasting television programs and associated interactive television program content, the broadcast system comprising:

 a program information holding unit for holding a main program having a broadcast time interval and a data program having interactive program content for the main
5 program;

 a scheduling unit for scheduling a data program transmit time interval for transmitting the data program prior to the broadcast time interval,

 wherein the scheduling unit generates (a) first messages which specify the specific program and instruct the receiving apparatus to store the specified specific program in a

10 storing unit within the receiving apparatus, wherein the first messages are multiplexed with data modules containing data of the specific program and (b) a second message which designates the receiving apparatus to reproduce the specific program stored in the storing unit; and

a transmission unit for repeatedly transmitting the data program in a data carousel format during the data program transmit time interval and broadcasting the main program during
15 the broadcast time interval,

wherein the data program is transmitted before the main program is broadcast, allowing a receiver to store the data program for execution during the main program.

17. (Previously Presented) The broadcast system of claim 16 wherein the transmit unit transmits a control script that commands the receiver to execute at least a portion of the main program.

18. (Previously Presented) The broadcast system of claim 16 wherein the transmit unit transmits a command that commands the receiver to save at least a portion of the data program.